

## WORKPLAN

05-07 Public Health Improvement Partnership (PHIP)

### Workforce Development Committee (WFD)

<http://www.doh.wa.gov/phip/wfd/overview.htm>

May 9, 2006

**PUBLIC HEALTH**  
**ALWAYS WORKING FOR A SAFER AND**  
**HEALTHIER WASHINGTON**

#### 1. Oversee development of an orientation to Washington's Public Health Standards (a.k.a. Performance Standards 101)

**Who:** Joint work between WFD and PM Committees  
Content Workgroup: Sue Grinnell, Jack Thompson, Connie Curran, Wilma Elmore, Patti Swanson, Nancy Goodloe or staff designee, Marie Flake

**Timeline:** Product complete and available by October 2006

#### Budget:

#### Next Steps:

Prepare Package of Information and send to "content workgroup" – Marie

- Marni's materials – ppt, learning objectives, logic models / conceptual maps
- PHIP System-Level Competencies
- Sue's Orientation Outline
- Logic Model ppt from Vic Colman & Lauren Jenks
- RWJ proposal – emphasize "new people"

Convene "content workgroup" – Marie

- Members: Sue Grinnell, Jack Thompson, Connie Curran, Wilma Elmore, Patti Swanson, Nancy Goodloe or staff designee
- Training Goal: awareness level training. Know, use, apply standards
- Review materials
- Draft competencies – Jack to be a resource for "verbs"
- Develop curriculum outline and draft curriculum
- Share with WFD Committee (who may be asked to share with their staff or colleagues, which represent different intended target audiences) for review and comment. Make edits.
- Develop SOW for contractor
- Share draft curriculum with PM Co-Chairs periodically for review and check-in

#### Background:

Overall Goal/Result of Orientation to Standards

- All staff will know how to use and apply the standards to their own work, the work of the agency and perhaps the overall public health system in Washington.

Proficiency Level

- Awareness

Audience(s)

- Staff new to public health and the standards work
- Staff who are already familiar with the standards work but need to be updated/refreshed on current changes

Products – probably multiple

- Conceptual and contextual that focuses on: what the standards are, why the standards are important, how they are used (in day to day work, in the organization and how they are/can be applied to their own jobs)
- Another that focuses on changes that have been made to the standards and links to NACCHO's definition of a LPHA.
- Products should move us closer to accomplishing the overall goal

Content - The product should describe Washington's performance standards in the broader context of:

- performance management (how process or system works in Washington for assessing to what degree each agency / programs is achieving the performance measures every 2-3 years);
- performance improvement (concepts of continuous quality improvement - plan, do, check, act; prioritizing things to focus on for improvement; workforce development as performance improvement; etc.);
- Core Functions of Public Health and the 10 Essential Public Health Services;
- NACCHO definition of a local public health agency;
- National work on agency accreditation.
- Should include a post test

#### Potential Modules

- PHIP – include reference to / quote from the law
- Performance Management & Public Health in Washington (Quality Improvement; Logic Models?)
- Washington State Standards for Public Health – organization; measures; process – measurement every 3 years, peer review...
- Links to program measurement / KHI
- Links to Other Work (NACCHO Definition of a LPHA; others)
- Update: What's Different For the 2008 Measurement?

#### Format – Keep it Simple

Multiple formats / channels could be developed, but ultimately, there must be a product that lives on and can be utilized without further cost or funding. Formats with long "shelf-life" and "self-serve" capability might include written, audio, and/or video material. This material could be made available on the web, CD ROM, audio CD, or DVD. It has been suggested that HTML is the preferred web programming options.

Tammy Dobson, DOH and Connie Curran, UW have discussed the possibility of using the Learning Content Management System (LCMS) that is a part of SmartPH for developing the actual product. Rather than learning this new tool, the UW will likely propose developing the product using the tools they are accustomed to, but the LCMS could be utilized to bring the product into SmartPH.

Statewide training in the Core Functions of Public Health were mentioned. This training occurred before 2000 and consisted of 1-2 day, in-person, classroom based, trainings, provided at numerous sites across the state over the course of a few months. Rational for the format included the desire to train "everyone at once" and the focus was less about delivering didactic information, but much more about discussion and small group work to apply basic concepts. A benefit of this approach was that most of the public health community received training on this topic within a window of time, thus producing a "cohort effect" and having a significant impact on the overall vocabulary and culture of public health. A drawback to this format was the cost and the fact that when it was over, it was over – people who did not participate when it was offered or new comers to our field have not had access to this training.

Also, the Joint Conference (October 16-18, 2006, Yakima) was mentioned as a possible venue for delivering a training – classroom, poster, or exhibit booth.

## **2. Assure that training is available on topics specified by Public Health Standards measures**

**Who:** WFD Committee – with updates to the Performance Management Committee  
Marie Flake, Nicola Marsdan-Haug, Ann Nadhavan

#### **Next Steps:**

Identify available existing training, on the topics specified in the Standards and Public Health 101, by searching selected training repositories (listed below). Collect using a template from the Public Health Training Centers and if possible include information on target audience and learning objectives. Findings will be provided to the committee for review and discussion at the next meeting. Once enough materials is collected, it may be grouped in subcategories within the topics specified by the standards.

- TrainingFinder – Nicola
- Public Health Training Centers – Nicola
- WAPHTN / SmartPH – Marie
- NEHA - Marie

**Background:**

The PHIP Performance Management (PM) Committee is revising the standards. Most “training” related measures will be grouped together. The revised standards and measures, as currently drafted, include 12 standards. Standard #10 Human Resource Systems, now includes most all of the references to training. Measure 10.4 specific training topics:

*Each employee has a training plan that is updated annually and includes the technical training needed for competent performance of job requirements as well as topics that include, as appropriate:*

- *Assessment and data analysis*
- *Program evaluation to assess program effectiveness*
- *Confidentiality and HIPAA requirements*
- *Communications, including risk, media relations*
- *State and local laws/regulations/policies, including investigation/compliance procedures*
- *Community involvement and capacity building methods*
- *Prevention and health promotion methods and tools*
- *Quality Improvement methods and tools*
- *Customer service*
- *Cultural competency*
- *Information technology tools*
- *Leadership*
- *Supervision and coaching*
- *Job specific technical skills*

*Training is evidenced by documentation of course content and specific staff attendance.*

WFD will work on ways to assure that training in these topics is readily available. This may include, but is not limited to: identifying, grouping, and listing existing trainings that are available for each topic area – including readings, web sites, on-line courses, SkillSoft courses, in-person courses, etc.; identifying gaps or training that needs to be developed; prioritizing and focusing on a few. Steps may include:

- Review past committee work to develop a statewide Training Plan. Many of these topics clearly link with this plan.

**3. Build capacity to assist agencies, programs and individuals in identifying agency and program specific goals, objectives, and performance measures and establishing mechanisms for regular monitoring, reporting, and use of results.**

**Who:** WFD Committee – with updates to the Performance Management Committee

**Next Steps:** Future meeting agenda item

**Background:**

Goal: Improve performance of the public health system by assuring that individuals and group have the ability to identify specific goals, objectives, and performance measures for LHJ and DOH programs and establish mechanisms for regular monitoring, reporting, and use of results. Work may include:

- Connect with the System Improvement Collaboratives (includes Grant, Grays Harbor, Spokane, Thurston, DOH-CFH, to learn from them and identify opportunities for WFD to support their work / learning.
- Publicize that training on logic models, from Vic Colman and Lauren Jenks of DOH, is available to the public health community.
- Provide the training and tools necessary for individuals and groups to identify specific goals, objectives, and performance measures for LHJ and DOH programs and establish mechanisms for regular monitoring, reporting, and use of results. This could include, but is not limited to: providing training in logic models; assuring on-line courses in SmartPH or SkillSoft; assuring on-line tools and resources. Collect and store on the WFD web page templates, tools and other resources on the WFD web site on related topics such as: strategic planning (check Turing Point Collaborative Leadership modules; MAPP), logic models, quality improvement, program evaluation, GORI (get from Nancy Goodloe).

- Changing Culture – There is a need to shift the collective mindset in the public health practice community to continuous quality improvement, strategic planning, etc. The committee will discuss policy / strategy options at a future meeting. May include: get these topics on WSALPHO Forum agendas – maybe a “standing” agenda item for this year with each meeting focusing on a different piece of this issue; develop panel presentation i.e. 3 LHJ administrators presenting on their strategic planning at PHELF, etc. Also, the Joint Conference (October 16-18, 2006, Yakima) could be as a possible venue for delivering training – classroom, poster, or exhibit booth.

#### **4. Deploy and maintain on-line “Public Health Orientations” for LHJ leadership roles**

**Who:** WFD Committee

**Next Steps:** Future meeting agenda item

##### **Background:**

The on-line orientations for local public health administrators, HO, PHND, EHD, and community health assessment staff, are finally live. <http://www.doh.wa.gov/pho/> These on-line orientation will eventually be incorporated into SmartPH. Next steps include: orientation work group to review the web site and develop recommendations / a plan for maintenance, receiving feedback and doing updates; develop and implement a communication plan.

#### **5. Develop “Public Health 101” Resources**

**Who:** WFD Committee

**Timeline:** Phased approach – as time and resources permit

##### **Next Steps:**

Committee members are encouraged to review what is currently on the WFD web site and submit materials to Marie to continue building the collection. <http://www.doh.wa.gov/phil/wfd/resources/category/PH101.htm>

##### **Background:**

Other possible actions:

- Consider notifying WSALPHO of this site and ask for additional submissions of material.
- Once enough materials is collected, it could be grouped in subcategories or target audiences.
- Reaching consensus on what all new public workers in Washington should receive for PH101 – Washington and facilitate its development and implementation. Consider checking the Core Functions training and the Public Health Orientation for new LHJ leaders for relevant material. Make available via SmartPH
- Consider encouraging the development of and/or coordinating the development of PH 102 modules that we would be more specific to PHN, EH, etc. Make available via SmartPH.
- Convene a small group of “content provider” – UW, Jack Thompson; CWU, Melody Madlem; Evergreen, \_\_\_\_\_; etc..

#### **6. Recruitment, Retention, Succession**

**Who:** WFD Committee

**Timeline:** As time and resources permit

##### **Next Steps:**

Committee members to review the Council on Linkages (COL) document “Strategies to Address Public Health Worker Shortages” and come prepared to discuss this at the next meeting.

<http://www.doh.wa.gov/phil/wfd/resources/category/RRS.htm>

Committee members to review the WFD web page under this topic and investigate the various job posting sites, as they are able. Please evaluate the following features of the job posting site and send to Marie.

<http://www.doh.wa.gov/phil/wfd/resources/category/RRS.htm>

- From the employer (job posting) perspective: open access? (“members only” or can anyone / any agency post); is there a cost? How much; how current is the info posted there? What is the turn-around time for posting material that is sent to them? Is it searchable from the employers perspective so you could see the “competition”? searchable by key word (job title / duties), location / geography (state, city, etc.), salary, minimum requirement (i.e. bachelors, MPH, MD, etc.)
- From the job seeker perspective: open access? (“members only” or can anyone / any agency post); is there a cost? How much; how current is the info posted there? What is the turn-around time for posting material that is sent to them? Is it searchable from the employers perspective so you could see the “competition”? searchable by key word (job title / duties), location / geography (state, city, etc.), salary, minimum requirement (i.e. bachelors, MPH, MD, etc.)

Marie to draft a simple document on “Recruiting Tips” to be posted on the WFD web site. (include suggestions like – post the job broadly....) WFD Committee to review and comment on the draft.

Marie to contact the SBOH to try and locate the survey of who is working to recruit people of color. This could lead to a future action of finding non-traditional web job posting sites that are more likely to be seen by people of color, that could be added to the WFD web site

#### **Background:**

Other possible actions:

- Convene a small group of organizations involved in health / public health “pipeline” workforce development (AHEC, WBA, etc) so we encourage them to include public health; participate in their events; etc...
- Encourage development of a single site in Washington for posting public health jobs and resume; with links to participating agencies / organizations.

## **7. SmartPH Implementation**

**Who:** WFD Committee

**Timeline:**

**Next Steps:** Future meeting agenda item

#### **Background:**

This is a project of the WFD Committee. Continue to monitor.

Other possible actions:

- Demo for the committee
- Review criteria and process for adding and developing new courses.
- Assist with competency linking.